

Message Text

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ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 COME-00 SP-02 ICA-20 AID-05

NSC-05 TRSE-00 SS-15 STR-07 OMB-01 CEA-01 CIAE-00

FRB-01 INR-10 NSAE-00 XMB-04 OPIC-06 LAB-04

SIL-01 AGRE-00 DOE-15 SOE-02 DODE-00 PM-05 H-02

L-03 PA-02 MMO-04 /134 W

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FM AMCONSUL ALEXANDRIA

TO SECSTATE WASHDC 1699

INFO AMEMBASSY CAIRO

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E.O. 11652: N/A

TAGS: BEXP, ETRD, EG

SUBJECT: COMMENTS FOR INTERAGENCY TASK FORCE TO DEVELOP A
NATIONAL EXPORT POLICY

REF: STATE 095673

1. CONGEN OFFERS THE FOLLOWING COMMENTS THAT MAY BE
HELPFUL TO THE WORK OF THE TASK FORCE:

2. WE HAVE FOUND THAT SINCE AMERICAN PRODUCTS ARE USUALLY
SOMEWHAT HIGHER PRICED THAN SIMILAR PRODUCTS OF
COMPETITORS, LOCAL BUSINESSMEN ARE WILLING TO
PAY MORE BECAUSE OF THE REPUTATION OF U.S. GOODS IN
TERMS OF QUALITY, SERVICE, AND EFFICIENCY BUT ONLY
IF AN AGGRESSIVE SALES EFFORT IS PURSUED BY BOTH U.S.
BUSINESS AND FOREIGN SERVICE POSTS, A TECHNIQUE OFTEN
USED BY SUCCESSFUL FOREIGN BUSINESSMEN. U.S. FIRMS
SHOULD BE URGED:

A) TO COOPERATE MORE CLOSELY WITH POST COMMERCIAL
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B) TO SUPPLY THEM WITH SUBSTANTIALLY MORE TECHNICAL
AND DESCRIPTIVE LITERATURE ABOUT THEIR PRODUCTS
THAN THEY PRESENTLY SUPPLY.

3. SOME ARRANGEMENT SHOULD BE MADE TO SECURE REDUCED
FREIGHT RATES FROM THE U.S. TO IMPORTING COUNTRIES
(E.G. THE EASTERN MEDITERRANEAN) TO REDUCE THE

TRANSPORTATION COMPONENT OF THE COST OF U.S. PRODUCTS. (WE HAVE LOST MANY SALES TO EUROPEAN COMPETITORS FOR THIS REASON.)

4. IF U.S. FIRMS ARE TO MEET EXPORT COMPETITION IN FOREIGN MARKETS WHERE SUCH COMPETITION IS SUPPORTED BY FOREIGN GOVERNMENTS, THEY SHOULD ENJOY COMPARABLE SUPPORT FROM THE U. S. GOVERNMENT, FOR EXAMPLE IN TERMS OF CREDIT AND EXPORT CREDIT INSURANCE.

5. IN VIEW OF THE NECESSITY OF HAVING QUALIFIED LOCAL AGENTS TO REPRESENT U.S. SUPPLIERS IN MANY MARKETS, U.S. FIRMS SHOULD BE ENCOURAGED TO UTILIZE FOREIGN SERVICE POSTS TO HELP THEM SELECT YOUNG PROMISING BUSINESSMEN WITH GOOD EDUCATION AND BACKGROUNDS (BUT FREQUENTLY WITH SMALL MEANS) AS THEIR LOCAL REPRESENTATIVES IN THOSE COUNTRIES.

6. FOREIGN SERVICE POSTS SHOULD UTILIZE CIRCULAR LETTERS, OR SIMILAR MEANS, TO INFORM LOCAL BUSINESSMEN OF THE NUMEROUS TRADE PROMOTION PROGRAMS AND FREE OF CHARGE FACILITIES AVAILABLE FROM THE DEPARTMENT OF COMMERCE THROUGH POST COMMERCIAL SECTIONS.

7. AT SOME FOREIGN SERVICE POSTS, AN IMPROVEMENT IS NEEDED. IN SOME CASES, ADDITIONAL WELL-TRAINED

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AMERICAN STAFFING WOULD APPEAR TO BE IN ORDER, IN ADDITION, COMMERCIAL LIBRARIES OFTEN LACK IMPORTANT ILLUSTRATED CATALOGS OF U.S. PRODUCTS. THESE CATALOGS ARE UNFORTUNATELY EXPENSIVE, BUT IN MANY CASES THEY WOULD BE OF SUBSTANTIAL IMPORTANCE IN ASSISTING THE SALE OF U.S. PRODUCTS. CONSIDERATION SHOULD BE GIVEN TO SENDING A TEAM OF COMMERCIAL EXPERTS TO VARIOUS POSTS TO ASSESS EXACTLY WHAT, IF ANY, ADDITIONAL HELP IS NEEDED AT EACH POST TO REALIZE BETTER EXPORT RESULTS. MCCLELLAND

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